

Subject: Re: CDA 2016 West Coast Urban District Forum - May 4-6, 2016
Date: Wednesday, March 23, 2016 4:07:41 PM Pacific Daylight Time
From: Laura Hill
To: Priscilla Hsu, Josh Kreger

P – yes this is already on my calendar. I believe JL sent us an invite a while back.

Laura Hill
Communications and Policy Manager



South Park Business Improvement District

Please note change of address:

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

laura@southpark.la | o. 213 663 1111 | c. 314 956 4425

www.southpark.la | fb.com/southparklosangeles | Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346

From: Priscilla Hsu <priscilla@southpark.la>
Date: Wednesday, March 23, 2016 4:05 PM
To: Laura Hill <laura@southpark.la>, Josh Kreger <josh@southpark.la>
Subject: FW: CDA 2016 West Coast Urban District Forum - May 4-6, 2016

Hello,

Are both of you available to attend the West Coast Urban District Forum? It's May 4-6. I assume the BID will be arranging your flights as well.

Please let me know before Wednesday, March 30.

Thanks!

Priscilla Hsu
South Park BID
Please note change of address:
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015
o. 213 663 1120

24/7: 866 560 9346

From: Jessica Lall
Sent: Wednesday, March 23, 2016 4:03 PM
To: Priscilla Hsu <priscilla@southpark.la>
Subject: Re: CDA 2016 West Coast Urban District Forum - May 4-6, 2016

Yes that would be great. Can you confirm that both of them can attend?

Thanks,

Jessica Lall
South Park BID

Office: 213-663-1112
Cell: 213-820-0837

Please note our new address:
1100 Flower Street, Suite 3400
Los Angeles, CA 90015

Sent from my iPhone

On Mar 23, 2016, at 3:33 PM, Priscilla Hsu <priscilla@southpark.la> wrote:

Will do. Do you need me to register you all for the conference as well?

Priscilla Hsu
South Park BID
Please note change of address:
1100 S. Flower St., Suite #3400, Los Angeles, CA 90015
o. 213 663 1120

24/7: 866 560 9346

From: Jessica Lall
Sent: Wednesday, March 23, 2016 2:21 PM
To: Priscilla Hsu <priscilla@southpark.la>
Cc: Laura Hill <laura@southpark.la>; Josh Kreger <josh@southpark.la>
Subject: Fwd: CDA 2016 West Coast Urban District Forum - May 4-6, 2016

Hey P - can you book two rooms for us, one with two doubles for Laura and I and another for Josh ?

Thanks,

Jessica Lall
South Park BID

Office: 213-663-1112
Cell: 213-820-0837

Please note our new address:
1100 Flower Street, Suite 3400
Los Angeles, CA 90015

Sent from my iPhone

Begin forwarded message:

From: <jasmine@fashiondistrict.org>
Date: March 23, 2016 at 2:04:48 PM PDT
To: <jasmine@fashiondistrict.org>
Cc: Aimiuwu Imudiase <imiudase.aimiuwu@ladwp.com>, Amy Luke

amyl@dlba.org, Ana Tapia <atapia@coalitionrcd.org>, Andrew Thomas
 <andrew@thewestwoodvillage.com>, Andy Pham <APham@sanpedrobid.com>,
 "Anne Osman" <anneosman2@gmail.com>, Ariana Gomez
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 Besten <blair@historiccore.bid>, Brenda Shockley <bshock8402@aol.com>, Brian
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 Schatz <cschatz@downtownla.com>, Cesar DeLa Cruz <cesar@agora2000.net>,
 "Chris Serrano" <info@loshfeliz.biz>, Dan Hoffman <info@wilmington-chamber.com>,
 "Danielle Condit (danielle@thescbd.com.)", Darin French
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 Kathy Delle Donne <kadedo@earthlink.net>, Katie Gibson
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 Morrison <kerry@hollywoodbid.org>, Kraig Kojian <KraigK@dlba.org>, Laura Hill
 <laura@southpark.la>, Laurie Hughes <lhughes@gatewaytola.org>, Laurie Sale
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 <ron.lorenzen@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>,
 Salyna Cun <salyna.cun@lacity.org>, Sara Bilger <sbilger@centurycitybid.com>,
 Seth Polen <s.spolen@gmail.com>, Stef Dietrich <sdietrich@latourism.org>,
 Stephen Robbins <srobbins@sanpedrobid.com>, Steve Gibson
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Tim Byk <timbyk@yahoo.com>, Todd Steadmen
<steadman@thesunsetstrip.com>, Vicki Nussbaum
<vicki@villageatshermanoaks.com>

Subject: CDA 2016 West Coast Urban District Forum - May 4-6, 2016

Reply-To: <jasmine@fashiondistrict.org>

On behalf of CDA please find below information for their West Coast Urban District Forum. **Early bird registration ends next Wednesday, March 30, 2016.** Please visit the [2016 West Coast Urban District Forum](#) for more information on programming and to register for the conference. CDA asks if you could please disseminate the information to those who may be interested in attending. If an organization is not already a CDA member, CDA will offer a discounted membership fee once registered. Thank you and have a great day!

The Art of Building Vibrant Communities

From May 4-6, 2016, the California Downtown Association will be hosting the West Coast Urban District Forum in the heart of Downtown Oakland, California. This year's theme is "The Art of Building Vibrant Communities." Save the date now! Registration will be open soon.

In addition to the good press about downtown Oakland, California, recently, there is a bigger story of transformation here – a story that is being told by extraordinary artists, vibrant small businesses, community organizations, and the people who live and work in this area every day. The burgeoning arts and entertainment scene, in combination with the explosion of new bars and restaurants, is bringing new life to Oakland's downtown. Companies are moving their headquarters to Oakland, not just because of the more affordable rent than the city across the bay, but because of downtown Oakland's dynamic and vibrant cultural scene. Business owners that took a risk within the last few years are now opening second locations, continuing to drive the thoughtful economic development that has put our city on the national radar.

At the West Coast Urban District Forum, urban leaders will have an opportunity to learn and share strategies, build partnerships, and find inspiration for your next great project. Master Talks and Breakout Sessions will explore numerous key BID management topics, including: the art of placemaking, strategies for retail attraction and retention, economic development through the arts, effective board management, growing your revenue, solutions for homelessness, best practices in operations and many more.

This event hosted by the Downtown Oakland and Lake Merritt-Uptown District Associations,

California Downtown Association (CDA) and the International Downtown Association (IDA) will bring together champions for revitalizing the urban core. IDA is the premier association of professional urban place makers and managers who are shaping and activating dynamic downtown districts, bridging the gap between the public and private sectors.

Book Your Hotel

Choose from two fabulous options in Oakland. The Waterfront Hotel is offering a rate of \$189/night; book by April 4, 2016. [Click here](#) and use the code: 16052016WE. [The Inn at Jack London Square](#) is offering a rate of \$139/night; book by April 5, 2016. Call (510) 452-4565 to reserve your room using the code: WCUDF.

If you need a rental car or sedan, IDA has arranged for you to receive a special discount through Avis. Please call 1-800-331-1600 and use the discount code J789503, or [click here](#) to make your reservation.

Jasmine Ramos
Administrative Assistant
LA Fashion District BID
110 E 9th St, Suite A1175
310-488-4458 ext. 510